

# Double 'em up— Time Now

This Entry Blank  
Is Good For **5000 Credits**

**Entry Blank** Fill in and  
Mail TODAY **Good for  
5000 Credits**

The News-Times "Salesmanship" Club  
South Bend, Ind.

Write name and address plainly. Enter your name or that of a friend.

Mr.  
Mrs.  
Miss

Address \_\_\_\_\_  
Street \_\_\_\_\_

City or Town \_\_\_\_\_ State \_\_\_\_\_

Only one entry blank will be credited to any one member.

## In The News-Times Salesmanship Club Campaign

### Double 'Em Up Offer

Between the dates of July 13 and July 27 inclusive, all new subscriptions will earn double the regular number of credits.

Elsewhere in this advertisement a schedule of subscription prices and credits allowed during "DOUBLE 'EM UP" period, will be found. Look it over and see how easy it will be to pile up a big bunch of credits during this period.

There will be offers of extra credits during the third and fourth periods of the campaign but they will positively be of less value than the present offer.

There will be no time after July 27, when new subscriptions will earn as many credits as between now and that time.

There is no change in the number of credits allowed on old subscriptions. They count one-half the regular schedule which would be one-fourth of the double schedule.

This extra offer expires at 10 P. M. July 27.

### FIRST AWARD

Any \$5,000 Whitcomb & Keller Built Home



The winner of the first award can select any home for sale by Whitcomb and Keller, local builders of modern homes, that can be purchased for \$5,000 in cash, or if preferred the winner can select a more expensive home and have \$5,000 paid on it.

### HOW SUBSCRIPTIONS COUNT DURING "DOUBLE 'EM UP" PERIOD From July 13 to July 27 inclusive

By carrier in South Bend and Mishawaka

Morning or Evening and Sunday

| Time      | Amount  | New    | Credits | Old |
|-----------|---------|--------|---------|-----|
| 3 Months  | \$ 2.60 | 3,000  | 750     |     |
| 6 Months  | 5.20    | 8,000  | 2,000   |     |
| 12 Months | 10.00   | 20,000 | 5,000   |     |
| 24 Months | 20.00   | 50,000 | 12,500  |     |

#### OUTSIDE

By carrier outside South Bend and Mishawaka and by mail anywhere except on R. F. D. routes in first and second postal zones.

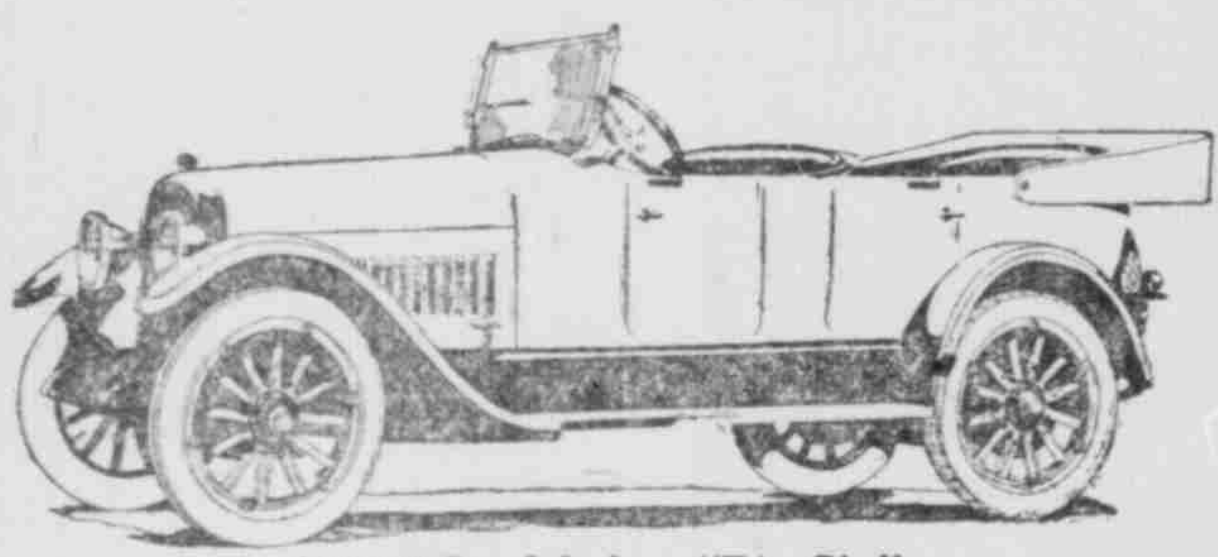
| Time      | Amount  | New    | Credits | Old |
|-----------|---------|--------|---------|-----|
| 3 Months  | \$ 1.95 | 2,400  | 600     |     |
| 6 Months  | 3.90    | 6,000  | 1,500   |     |
| 12 Months | 7.50    | 15,000 | 3,750   |     |
| 24 Months | 15.00   | 36,000 | 9,000   |     |

By mail on R. F. D. routes in first and second postal zones

| Time      | Amount  | New    | Credits | Old |
|-----------|---------|--------|---------|-----|
| 3 Months  | \$ 1.50 | 1,600  | 400     |     |
| 6 Months  | 2.75    | 4,000  | 1,000   |     |
| 12 Months | 5.00    | 10,000 | 2,500   |     |
| 24 Months | 10.00   | 25,000 | 6,250   |     |

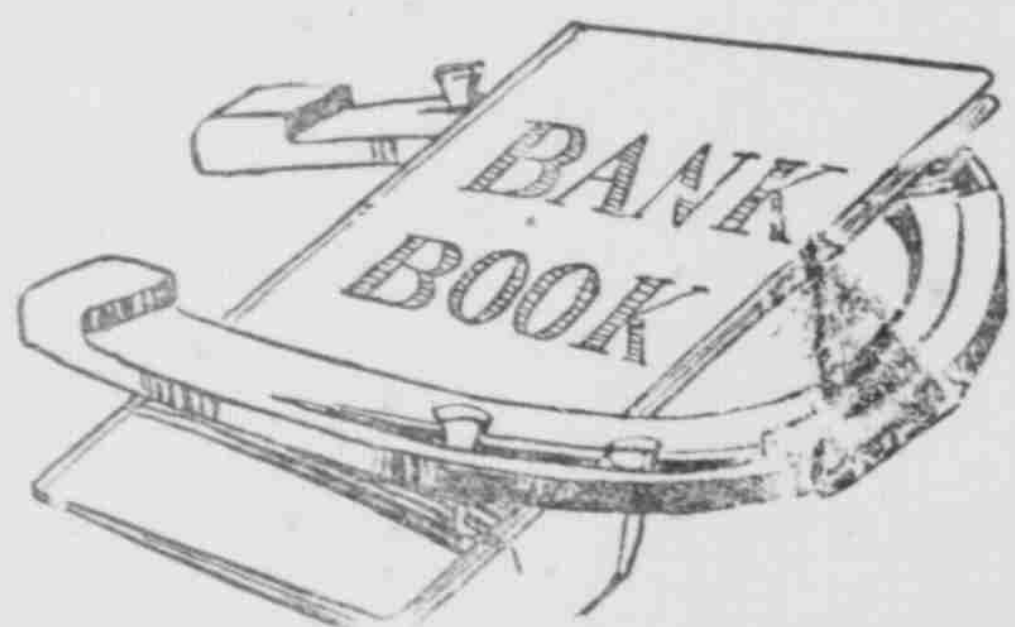
NOTE—An old subscription is one given by a person who was receiving The News-Times by carrier or by mail when the campaign was first announced.

### SECOND AWARD

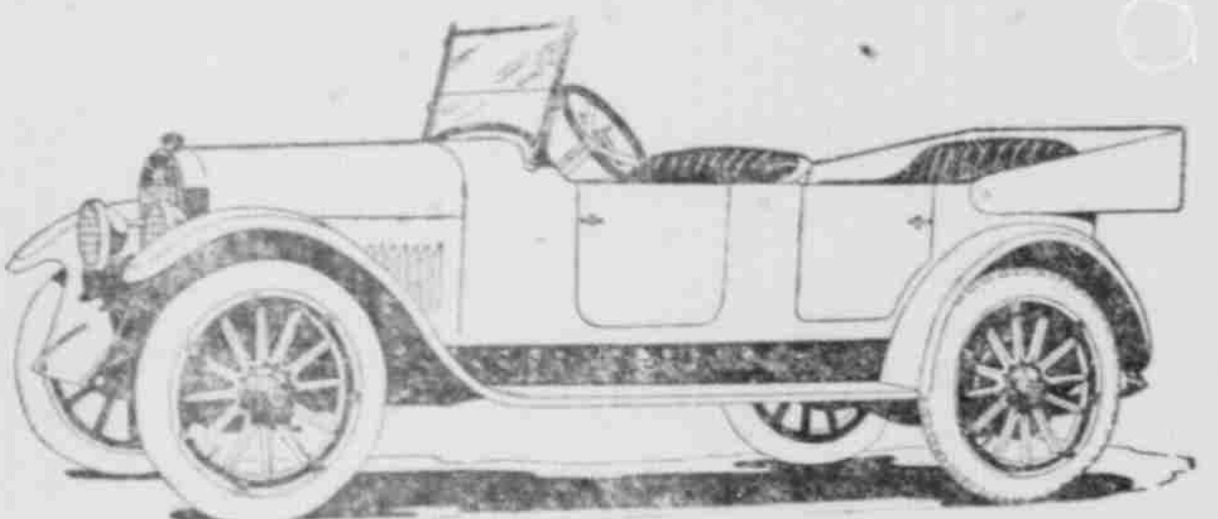


\$1985 Studebaker "Big Six"

Nine \$100 Bank Accounts in St. Joseph Loan & Trust Co. and St. Joseph County Savings Bank—The Banks of Service.



### FOURTH AWARD



\$1335 Studebaker "Light Six"

### HERE'S WHERE NEW MEMBERS HAVE A REAL OPPORTUNITY

Newly entered members have an excellent opportunity to capture the \$500 extra award.

It matters not what was done prior to July 13 or what is done after July 27, this award is made on a basis of this period only.

It's A Real Opportunity.

DOUBLE CREDIT  
AND \$500 EXTRA  
AWARD OFFER  
ENDS AT  
10 P. M.  
JULY 27

# \$500

SALESMANSHIP CLUB  
MAIN CAMPAIGN DOES  
NOT END UNTIL  
AUGUST 13  
PLENTY OF TIME TO EN-  
TER AND BE A WINNER

### EXTRA CASH AWARD

The member of the Salesmanship Club who earns the most credits during Double-'Em-Up Period, between the dates of July 13 and July 27, inclusive, will be given \$500 in cash as an extra award.

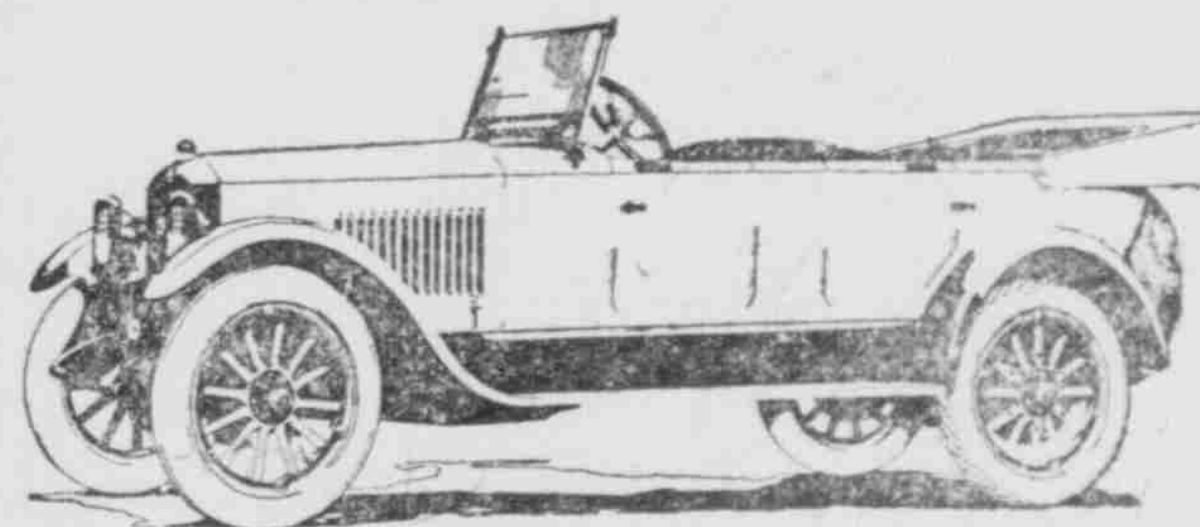
It makes no difference what has been done prior to July 13 or what is done after July 27 when it comes to the awarding of this \$500 extra cash prize. It's the results of this period that decide this winner.

This is in addition to any main award that may be won. It's a special reward for results of Double-'Em-Up Period.

The name of the winner of this extra award will be announced after the end of the main campaign when all prize-winners will be announced.

This is the last extra prize offer that will be made.

### THIRD AWARD

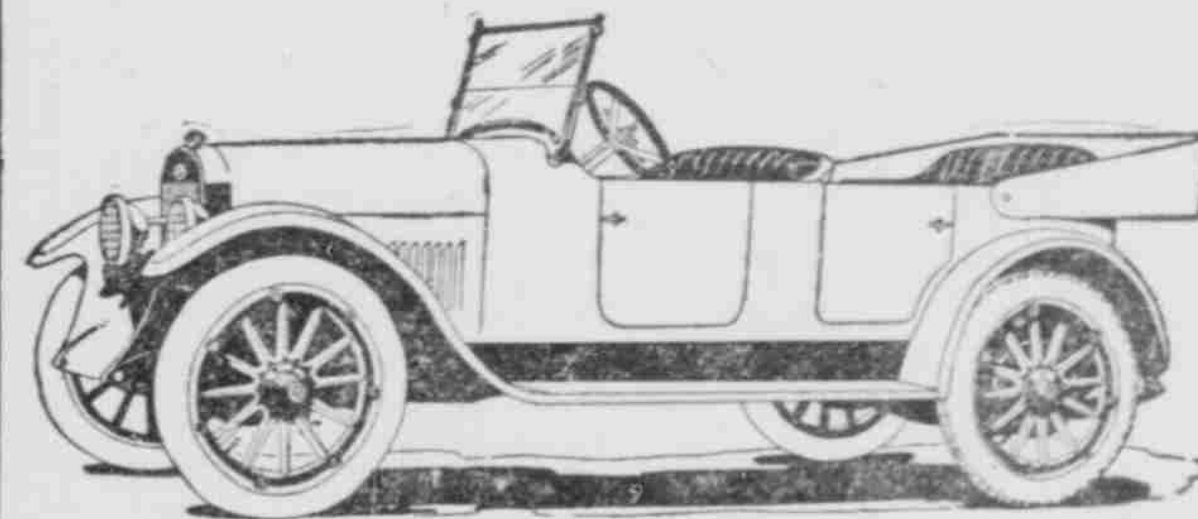


\$1635 Studebaker "Special Six"



FORTY  
\$50  
SOUTH  
BEND  
Watches

### FIFTH AWARD



\$1335 Studebaker "Light Six"

### Here's the List of Awards

\$5,000 "Whitcomb & Keller Built" Home

\$1895 Studebaker "Big Six" Touring Car

\$1635 Studebaker "Special Six" Touring Car

\$1335 Studebaker "Light Six" Touring Car

\$1335 Studebaker "Light Six" Touring Car

9—\$100 Bank Accounts

40—\$50 South Bend Watches

**10% COMMISSION** To All Active Members  
Who Fail to Win a Prize

### There Are No Losers-- Everyone Wins in This Campaign

10% Commission will be paid to every active member who fails to win one of the 54 main awards.

An active member is one who turns in at least two new subscriptions the last week of the campaign.